

Strategies for Improving Enterprise Business Management Level under the Background of Digital Economy

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Abstract:

Under the background of the rapid development of digital economy, the business administration of enterprises is facing unprecedented changes and challenges. This article focuses on discussing the influence mechanism of digital economy on enterprise business management, and systematically constructs the promotion path and guarantee mechanism of its digital transformation. This article deeply analyzes how digital technology reconstructs the elements of business administration in enterprises, and reveals the co-evolution logic of management concepts, management systems, management tools and management talents' abilities in the digital age. Based on theoretical analysis and practical observation, this article puts forward a multi-dimensional promotion path covering management concept innovation, management system optimization, management tool upgrade and management talent ability reconstruction, and constructs a four-in-one guarantee mechanism of system, technology, culture and ecology. The research shows that enterprises need to actively adapt to the development trend of digital economy, and realize the overall improvement of management efficiency through systematic changes, so as to seize opportunities, resolve risks and finally achieve high-quality development in the complex and changeable digital ecology. The research in this article not only enriches the theoretical system of business administration in the digital age, but also provides practical guidance for the digital transformation of enterprises.

Keywords:

Digital Economy, Business Administration, Innovation of Management Concept, Optimization of Management System, Digital Transformation Guarantee Mechanism

1. Introduction

With the tide of digital economy sweeping the world, the business environment of enterprises is undergoing unprecedented changes [1]. The vigorous development of emerging digital technologies such as big data, artificial intelligence, cloud computing and blockchain not only reshapes the operation mode of traditional industries, but also poses new challenges and opportunities to the business management concepts, methods and systems of enterprises [2]. Traditional business management theory focuses on the allocation and optimization of tangible resources, but in the digital economy era, data has become the core production factor, new formats such as platform economy and sharing economy have emerged one after another, the

organizational boundaries of enterprises have become increasingly blurred, and the logic of competition has changed from “zero-sum game” to “ecological symbiosis” [3]. Under this background, how to reconstruct the theoretical framework of business administration and improve the comprehensive management ability of enterprises in the digital age has become a key proposition to be solved urgently.

At present, scholars have studied the integration of digital economy and business administration from different perspectives [4]. Part of the research focuses on the innovation of enterprise management tools by digital technology, such as the application of digital office system; Other studies focus on the subversive influence of digital technology on organizational structure, such as the rise of platform-based organizations [5]. However, most of the existing studies focus on the application of specific technologies or the analysis of single management dimension, lacking the systematic reconstruction of the theoretical system of business administration under the background of digital economy, especially the discussion on the co-evolution of management concepts, management systems, management tools and management talents' abilities is still insufficient [6].

This article aims to build a strategic framework for improving the level of business administration of enterprises under the background of digital economy from the theoretical level. Firstly, the connotation and characteristics of digital economy are deeply analyzed, and its logic of reconstructing the elements of business administration is revealed. Secondly, it systematically discusses the collaborative path of management concept innovation, management system optimization, management tool upgrade and management talent capacity reconstruction; Finally, it puts forward a multi-dimensional guarantee mechanism covering system, technology, culture and ecology. This research not only helps to enrich the theoretical system of business administration in the digital age, but also provides practical guidance for enterprises to adapt to the digital environment and achieve high-quality development. By constructing a systematic theoretical framework, it can help enterprises to seize opportunities and resolve risks in the complex and changeable digital ecology, and finally achieve an all-round improvement in management efficiency.

2. The Influence Mechanism of Digital Economy on Business Administration of Enterprises

Digital economy, as the frontier field of the current economic evolution, is reshaping the underlying logic and practice paradigm of enterprise business administration with an irresistible trend. Its influence mechanism can be deeply analyzed from three dimensions: technology empowerment, factor reconstruction and paradigm change [7].

From the perspective of technology empowerment, the penetration of digital technology has injected new kinetic energy into enterprise business administration. Through the collection, analysis and mining of massive data, big data technology enables enterprises to accurately understand market demand, consumer behavior and competitive situation, and provide scientific basis for strategic decision-making. Artificial intelligence technology optimizes business processes in an automated and intelligent way, such as intelligent customer service to improve service efficiency, machine learning algorithm to optimize supply chain management, and promoting management decision-making from experience-driven to data-driven.

The development of digital economy promotes the profound reconstruction of business management elements [8]. On the resource level, data elements have jumped from auxiliary resources to core production elements, and their value creation logic has subverted the traditional management model centered on material capital. At the organizational level, the platform organizational structure breaks the rigid constraints of the traditional bureaucracy, and realizes the flexible allocation and efficient collaboration of resources through modular and decentralized design. At the decision-making level, digital technology endows enterprises with the ability of real-time perception and quick response, and the decision-making mode shifts from static planning to dynamic optimization, and risk management and control shifts to pre-judgment.

More crucially, the digital economy has promoted a fundamental change in the theoretical paradigm of business administration [9]. Traditional business management theory takes “division of labor-cooperation” as its core logic, emphasizing specialization and standardization; In the digital age, the new paradigm is “ecology-symbiosis”, which emphasizes the value co-creation and ecological synergy between enterprises and external stakeholders. This transformation requires enterprises to break through organizational boundaries, build an open and inclusive digital ecosystem, and maximize the overall value through data sharing and complementary capabilities.

3. Ways to Improve the Business Management Level of Enterprises Under the Background of Digital Economy

Under the background of the vigorous development of digital economy, the improvement of enterprise's business management level has become the key for enterprises to achieve sustainable competition [10]. In order to effectively cope with the challenges and opportunities brought by digital technology, enterprises need to carry out systematic reconstruction from multiple dimensions such as management concept, management system, management tools and management talent ability.

(1) Management concept innovation

Enterprises need to establish new management concepts such as “data-driven decision-making”, “platform organization” and “ecological collaboration”. Data-driven decision-making emphasizes data as the core input, insight into market trends and optimization of business processes through data analysis. For example, an enterprise can accurately predict product demand by establishing a customer behavior data model, and achieve a 30% increase in inventory turnover rate. Platform organization requires enterprises to break the traditional bureaucracy and build a flexible and agile modular architecture. As shown in Figure 1, enterprises can refer to this architecture to optimize and adjust their organizational structure. The concept of ecological collaboration advocates enterprises to establish a value co-creation network with external stakeholders such as suppliers, customers and partners, and maximize the overall benefits through data sharing and complementary capabilities.

(2) Optimization of management system

Enterprises need to optimize their organizational structure, process reengineering and system design. In terms of organizational structure, we can learn from the platform design in Figure 1 to reduce management levels and improve information transmission efficiency. In the aspect of process reengineering, the tedious process is

simplified by digital means. System design needs to integrate digital ethics and compliance requirements, standardize data use and privacy protection, and ensure legal compliance of enterprise operations.

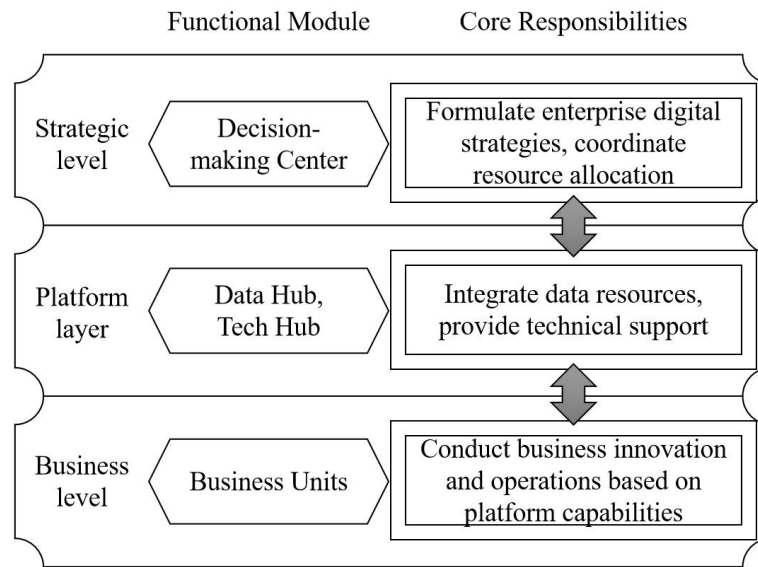


Figure 1. Design reference of platform-based organizational structure.

(3) Management tools upgrade

Digital tools are the key to improve management efficiency. Enterprises should actively introduce ERP (enterprise resource planning), CRM (customer relationship management), BI (business intelligence) and other systems to realize the automation and intelligence of business processes. For example, integrating finance, procurement, production and other links through ERP system to realize real-time information sharing and improve operational synergy; Use CRM system to deeply analyze customer data, provide personalized service and enhance customer stickiness.

(4) Reconstruction of management talents' ability

The digital age requires management talents to have digital skills, cross-border thinking and ethical awareness. Enterprises can improve the digital literacy of managers through internal training and external introduction, so that they can skillfully use data analysis tools to make decisions. At the same time, cultivate managers' cross-border thinking, so that they can integrate knowledge and resources in different fields and promote the innovation and development of enterprises. In addition, strengthen ethical education, ensure that management personnel follow ethical norms in the application of digital technology, and safeguard corporate reputation.

4. Guarantee Mechanism of Digital Transformation of Enterprise Business Administration

Under the wave of digital economy, the digital transformation of enterprise business administration is a systematic project, and it is necessary to build a guarantee mechanism from multiple dimensions such as system, technology, culture and ecology to ensure the smooth realization of the transformation goal.

(1) System guarantee

Policies, regulations and industry standards are the cornerstones of digital transformation. The government should issue laws and regulations on data governance, network security and intellectual property protection, and clarify the rights and obligations of enterprises in digital transformation. For example, formulate data classification and classification management methods to standardize the behavior of enterprise data collection, storage, use and sharing. At the same time, industry associations need to take the lead in formulating a digital transformation standard system, covering technical standards, management standards and evaluation standards, and providing operational guidelines for enterprises. As shown in Figure 2, enterprises can build an all-round institutional guarantee system from three levels: compliance with policies and regulations, docking of industry standards and improvement of internal systems.

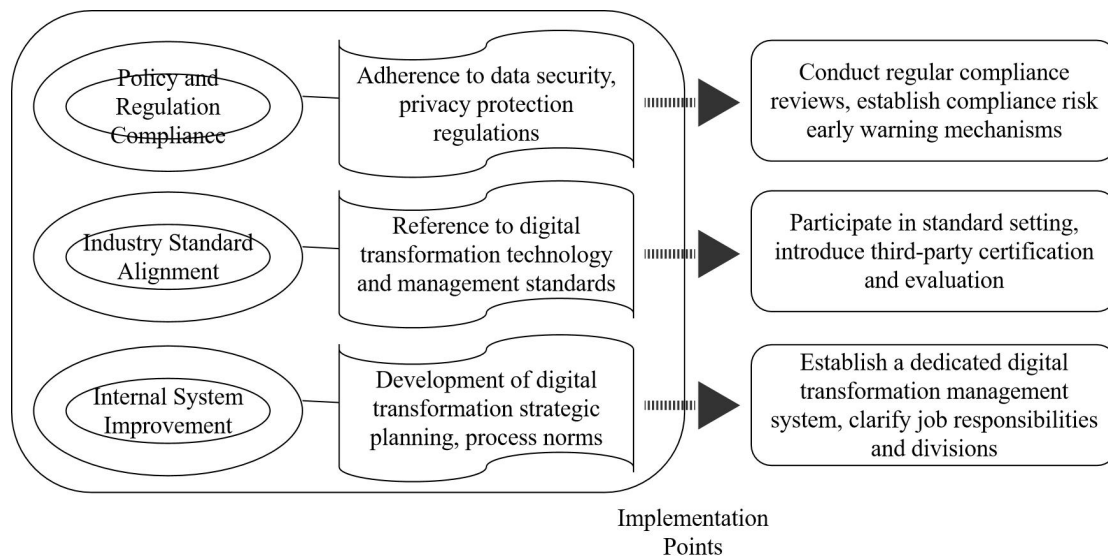


Figure 2. System guarantee framework of digital transformation.

(2) Technical support

Digital infrastructure such as cloud computing, Internet of Things and 5G is the technical support for digital transformation. Enterprises should increase investment in technology and build a flexible and extensible IT architecture to meet the needs of rapid business changes. For example, the hybrid cloud architecture is adopted to realize the safe storage and efficient access of core business data; Using Internet of Things technology to realize equipment interconnection, and improve the automation and intelligence level of production process. At the same time, strengthen network security protection and establish a multi-level security protection system to prevent data leakage and network attacks.

(3) Cultural guarantee

Digital transformation is not only a technological change, but also a cultural change. Enterprises need to cultivate a digital culture of “innovation, cooperation and openness”, and encourage employees to actively embrace change and dare to try new technologies and methods. Stimulate employees’ innovative vitality by developing digital training and setting up innovation incentive mechanism. At the same time, establish a fault-tolerant mechanism, allow trial and error in the process of transformation, and create a cultural atmosphere of tolerance and failure.

(4) Ecological protection

The digital transformation of enterprises needs to establish a close cooperative relationship with external stakeholders. Build a digital ecosystem with suppliers, customers and partners to realize data sharing and complementary capabilities. For example, establish a digital supply chain platform with suppliers to realize the transparency and efficiency of the procurement process; Establish digital marketing channels with customers to provide personalized service experience. Actively participate in industry associations, industry alliances and other organizations to jointly promote the digital transformation process of the industry.

To sum up, the guarantee mechanism of digital transformation of enterprise business administration needs to work together from four dimensions: system, technology, culture and ecology. By building a perfect system guarantee system, consolidating technical infrastructure, shaping the endogenous power of digital culture and building a collaborative network ecology, enterprises will be able to effectively cope with various challenges in the digital transformation, realize the overall improvement of management efficiency, and occupy a competitive advantage in the digital economy era.

5. Conclusions

With the full penetration of digital economy, the improvement of business administration level of enterprises has become the core proposition for enterprises to achieve sustainable development. By deeply analyzing the influence mechanism of digital economy on enterprise business management, this article systematically constructs the promotion path and guarantee mechanism of digital transformation, which provides theoretical support and practical guidance for enterprises to cope with the challenges of the digital age. It is found that the infiltration of digital technology not only revolutionized the tools and methods of enterprise management, but also profoundly reconstructed the management concept, management system and management talent ability. Enterprises need to establish new management concepts such as data-driven decision-making, platform organization and ecological collaboration, realize systematic change of management system through organizational structure optimization, process reengineering and system design, and actively introduce digital technology to improve management efficiency. Cultivating compound management talents with digital skills, cross-border thinking and ethical awareness is the key to the success of digital transformation.

In order to ensure the smooth realization of the transformation goal, enterprises need to build a four-in-one guarantee mechanism of system, technology, culture and ecology. The digital transformation of enterprise business administration is a systematic project, which needs to be promoted from many dimensions, such as concept, system, tools, talents and guarantee. Through systematic reform, enterprises will be able to achieve comprehensive improvement of management efficiency, enhance market competitiveness and finally achieve high-quality development in the digital age.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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